



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Promotion

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the role of promotion as a marketing function.
2. Identify the elements of the promotional mix.
3. Choose appropriate media vehicles for sport/event.
4. Identify “out-of-the-box” sales promotion ideas for sports/events.
5. Coordinate activities in the promotional mix.

EVENT SITUATION

You are to assume the role of marketing manager of ON STAGE PROMOTIONS, a small, local entertainment promoter. The owner of ON STAGE PROMOTIONS (judge) has asked you to recommend ways to obtain publicity for a touring Broadway show.

ON STAGE PROMOTIONS is a local entertainment promotion firm that has been in operation for less than two years. Located in a large metropolitan market with a population of approximately two million, the firm's experience has been limited to promoting regional music acts appearing at area fairs, festivals and small venues. A few weeks ago, ON STAGE PROMOTIONS was selected to be the local promoter for the touring Broadway production of *Rent*.

Set in NYC's East Village, *Rent* is an acclaimed rock musical version of the classic opera *La Boheme*. It tells the unforgettable story of a group of impoverished young artists and musicians struggling to survive and create in New York's Lower East Side.

With tickets going for \$75 and \$110, *Rent* will begin a seven-show, six-day run in a venue with a seating capacity of 3,200. The touring company has provided some money to buy newspaper and radio advertising; however, it is just not enough to properly promote the show. The owner of ON STAGE PROMOTIONS (judge) believes that publicity can help in the marketing of *Rent*. He/she has asked you for recommendations on what the firm can do to obtain publicity for the touring production of *Rent* that begins its run in two months.

You will present your recommendations to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of ON STAGE PROMOTIONS, a small, local entertainment promoter. You have asked your marketing manager (participant) to recommend ways to obtain publicity for a touring Broadway show.

ON STAGE PROMOTIONS is located in a large metropolitan market with a population of approximately two million. The firm's experience has been limited to promoting regional music acts appearing at area fairs, festivals and small venues. A few weeks ago, ON STAGE PROMOTIONS was selected to be the local promoter for the touring Broadway production of *Rent*.

With tickets going for \$75 and \$110, *Rent* will begin a seven-show, six-day run in a venue with a seating capacity of 3,200. The touring company has provided some money to buy newspaper and radio advertising; however, it is just not enough to properly promote the show. You believe that publicity can help in the marketing of *Rent*.

You have asked to meet with your marketing manager (participant) to hear all of his/her recommendations on what the firm can do to obtain publicity for the touring production of *Rent* which begins its run in two months.

The marketing manager (participant) will present the recommendations to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing manager (participant) and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What role do you believe critic reviews play in the marketing of a Broadway show?
2. What could we do if one week before *Rent* opens, we find that only 50% of the tickets have been sold?

Once the marketing manager (participant) has presented the ideas and has answered your questions, you will conclude the role-play by thanking him/her for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

SEM

STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the role of promotion as a marketing function?

Little/No Value

0, 2

Attempts at explaining the role of promotion as a marketing function were weak.

Below Expectations

4, 6, 8

Adequately explained the role of promotion as a marketing function.

Meets Expectations

10, 12, 14

Effectively explained the role of promotion as a marketing function.

Exceeds Expectations

16, 18

Very effectively explained the role of promotion as a marketing function.

2. Identify the elements of the promotional mix?

Little/No Value

0, 2

Attempts at identifying the elements of the promotional mix were weak or inadequate.

Below Expectations

4, 6, 8

Adequately identified the elements of the promotional mix.

Meets Expectations

10, 12, 14

Effectively identified the elements of the promotional mix.

Exceeds Expectations

16, 18

Very effectively identified the elements of the promotional mix.

3. Choose appropriate media vehicles for sport/event?

Little/No Value

0, 2

Attempts at selecting appropriate media for an event were poor.

Below Expectations

4, 6, 8

Adequately selected appropriate media for an event.

Meets Expectations

10, 12, 14

Effectively selected appropriate media for an event.

Exceeds Expectations

16, 18

Very effectively selected appropriate media for an event.

4. Identify "out-of-the-box" sales promotion ideas for sports/events?

Little/No Value

0, 2

Attempts at identifying unusual sales promotion ideas were weak or inadequate.

Below Expectations

4, 6, 8

Adequately identified unusual sales promotion ideas.

Meets Expectations

10, 12, 14

Effectively identified unusual sales promotion ideas.

Exceeds Expectations

16, 18

Very effectively identified unusual sales promotion ideas.

5. Coordinate activities in the promotional mix?

Little/No Value

0, 2

Attempts at coordinating activities in the promotional mix were weak or inadequate.

Below Expectations

4, 6, 8

Adequately coordinated activities in the promotional mix.

Meets Expectations

10, 12, 14

Effectively coordinated activities in the promotional mix.

Exceeds Expectations

16, 18

Very effectively coordinated activities in the promotional mix.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____